



NEWBRIDGE

Counseling

Youth

Seniors

Housing

Addictions

Empowering Students and Educators to End Bullying

While New Jersey's new anti-bullying law will clamp down on the abusive behavior, it is proving to be burdensome on schools.

The state's Anti-Bullying Bill of Rights Act requires public schools to train staff and investigate every allegation of harassment, intimidation and bullying - including those made anonymously and those alleged to have happened off school grounds or via the internet. Educators face disciplinary action if they don't immediately report an incident they witness.

NewBridge believes that teaching students empathy and tolerance along with resiliency skills is the most effective approach to reducing bullying.

"When you empower children, they are less likely to become a victim of bullying," said Mary Vineis, coordinator of prevention services at NewBridge. "As good as it is to have school officials and parents involved, students need to have the self-confidence to treat themselves and others with respect."

"Antibullying efforts cannot be successful if they make teenagers feel victimized without providing them the support to go from a position of victimization to one of empowerment," a September op-ed in The New

York Times concluded.

With more than 20 years of experience teaching anti-bullying programs in classrooms, NewBridge works with more than 5,000 children a year to build their self-image so they are less likely to be defined by someone else's opinions. NewBridge works with small groups using best practices, and its approach focuses on social, emotional learning and character development.

NewBridge has also worked with more than 1,000 educators and parents. Educators learn what constitutes bullying and how to identify the signs of both bullies and victims. "Many victims won't come forward because they don't want to be seen as a victim, and bullies are struggling with issues and need help," Vineis said. "Through NewBridge's programs, parents and educators can learn about the latest threats and how best to cope with them."

"Interventions must focus on positive concepts like healthy relationships and digital citizenship," according to researchers Danah Boyd and Alice Marwick, authors of the Times' op-ed. "The key is to help young people feel independently strong, confident and capable without first requiring them to see themselves as either an oppressed person or an oppressor."

NewBridge works with more than 5,000 children a year to build self-image...

Youth

Dear Friends,

In the days after hurricane-churned floods wreaked devastation across Morris and Passaic counties, I witnessed a force even more powerful.

I saw example after example of generosity and resiliency, a community pulling together and becoming stronger. Neighbor helping neighbor lug water-logged belongings to the curb. Volunteers making meals at the First Reformed Church of Pompton Plains. Families opening their homes.

It truly was an "all hands on deck" response, with police and fire departments, churches, municipalities and community groups like the Pequannock Valley Rotary Club answering the call. I have never felt more proud to be part of this community.

I am especially proud of NewBridge employees. They volunteered to work late and come in on weekends to check on seniors living alone and other clients, even while some were dealing with their own cleanup from the storm's aftermath.

NewBridge's state certified disaster response crisis counselors comforted evacuees gathered at Mennen Arena and in other local shelters and churches, helping them tap into their own resiliency.

Unfortunately, the ripples from the disaster will be felt for months to come. Recognized for its expertise, NewBridge has been awarded a state grant to provide ongoing crisis counseling through an initiative called Project Recover.

Let us know if we can help you or one of your neighbors.

Robert L. Parker, CEO
parker@newbridge.org



NewBridge Meets 2006 Goal to Provide 100 More Units of Affordable Housing

Determined to alleviate New Jersey's alarming shortage of affordable housing, NewBridge Services in 2006 set an ambitious goal of providing 100 additional units to its already existing stock, bringing its total to 175 units. NewBridge partnered with municipalities and other nonprofits and established relationships with finance agencies, and in August 2011 attained its goal - a victory for Garden State residents.

"Five years ago, NewBridge set out to help meet the staggering demand for safe, decent and affordable housing in New Jersey," said NewBridge Chief Executive Officer Robert L. Parker. "We are proud to fulfill our pledge and improve the lives of 100 families and individuals."

In 2007, NewBridge converted a former private residential health care facility in Boonton into 10 units. Since then, NewBridge and its affiliates have added affordable housing in towns throughout seven New Jersey

counties. The nonprofit met its goal with the latest purchase of a Jersey City property that will end homelessness for four individuals.

"NewBridge Services truly carries out the mission shared by the New Jersey Housing and Mortgage Finance Agency, which is to provide safe, quality and affordable housing that helps to create healthy, vibrant communities," said HMFA Executive Director Anthony L. Marchetta. "We at the HMFA are delighted that our Special Needs Housing Trust Fund has helped NewBridge Services advance these critically important projects, which make affordable housing a reality for more residents of the state."

"It's a very, very significant accomplishment," agreed Sabine von Aulock, director of the Morris County Division of Community Development.



Housing

"In a world where there's not much good news - budgets are shrinking, philanthropy is waning - here you have an organization that, despite this financial landscape, was able to attain a lofty goal and help fill a hugely unmet need."

NewBridge is not stopping there. "With so many New Jerseyans still in dire need of affordable housing, we are moving ahead with additional projects," said NewBridge Chief Real Estate Officer Melody Federico.

NewBridge has secured grants to build housing for 16 homeless individuals in Sussex, Bergen and Essex counties. To help families in which a parent of dependent children has a mental illness, the agency is expanding the two-unit Clifton Family Housing Project to include another six units of affordable housing.

Addiction: Defining a Brain Disease

Two decades of advancements in neurosciences has convinced the American Society of Addiction Medicine (ASAM) - the nation's

Addictions

largest professional

society of physicians dedicated to treating and preventing addiction - that addiction must be defined as a chronic brain disease and not simply a behavioral problem.

Addiction is now recognized as a primary disease, meaning it is not the result of other causes such as emotional or psychiatric problems. Compulsive behaviors, such as excessive drinking or gambling, are actually manifestations of the underlying disease.

Joanne Goer, director of

Integrated Clinical Addiction Services at NewBridge, explains the ASAM's redefining of addiction and its ramifications:

Q: What do you anticipate will be its biggest impact?

A: I expect it will open up new avenues of research that will lead to new medications and treatment approaches.

Q: What effect might it have on public attitude toward addiction?

A: Recognizing addiction as a disease goes a long way in erasing the stigma often associated with addiction, the incorrect perception that a person with an addiction just doesn't have enough willpower to stop a behavior.

Q: Do you expect the change will encourage more people to seek treatment?

A: Absolutely. People with cancer or

diabetes don't think twice about seeking treatment, and neither should those with addiction. I believe the new definition will motivate people to get the help they need.

Q: How do you view the future of addiction?

A: Addiction affects an estimated 23 million Americans, but only a small percentage seeks treatment. By approaching it as a chronic but treatable disease, we should be able to reduce new cases through prevention efforts, and help more people get better with more effective treatment approaches.



Joanne Goer,
Director of Integrated
Clinical Addiction Services

Helping Flood-Ravaged Communities Cope with Calamity

As Hurricane Irene closed in on northeast New Jersey in late August, NewBridge snapped into action.

Employees made sure clients, including seniors living alone, were safe and prepared for the possibility of having to leave their homes. They

Counseling

relocated clients whose homes had previously flooded. And at a state shelter set up at the Mennen Arena in Morris Township, NewBridge counselors helped calm some of the 500 South Jersey evacuees waiting Irene out.

In the days that followed, when so much of the Morris and Passaic communities served by NewBridge were under water, NewBridge employees rolled up their sleeves to help.

As part of a team of community first responders, NewBridge counselors went to shelters, church halls and other places survivors gathered to provide psychological first

aid for those devastated by the floods.

“People were depressed and in fear. We talked to people who were out of their homes and at a loss about their futures. We got them to take a deep breath and reduce their anxiety,” said NewBridge Chief Operating Officer L. Michelle Borden. “What we do is help people regain composure and use coping skills so they can do what they need to get through the crisis.”

Borden, a licensed clinical social worker who also is certified by the state as a disaster response crisis counselor, volunteered at a Federal Emergency Management Agency (FEMA) recovery centers in Paterson and Parsippany. She worked with flood victims who had to gather documentation - for some, records were destroyed - and fill out detailed paperwork. “When you are under tremendous stress, it’s hard to think out those steps logically,” Borden said. Having someone by their side helps ease the feeling of isolation, reassuring

them that they have support.

While the waters of the Ramapo, Pequannock and Passaic rivers have receded, the ripples of the disaster will last for months - and NewBridge, again, will be there to help. “It’s natural for a flood of emotions to follow an actual flood, Borden said. “As waters recede, the true impact bubbles to the surface and people are confronted with the emotional and financial fallout.”

Having been a partner on the front lines with other community organizations, NewBridge will take a lead role in the next phase of recovery, helping individuals and families over the long haul. NewBridge Project Recover has received a grant from the New Jersey Division of Mental Health and Addiction Services to provide ongoing crisis counseling to residents affected by the historic flooding.



NewBridge SAIL Gets High Marks from Seniors

Clients of NewBridge Senior Assistance for Independent Living (SAIL) program reported they were pleased with both the services they received and their case managers, according to a recent survey.

Nearly three quarters of the clients in the 2011 survey rated SAIL’s ability to meet their overall needs as **“excellent,”** and the rest rated it **“good.”**

SAIL is a free program that links residents of Morris and Passaic counties age 60 and over with existing community services to help them remain in their homes. NewBridge staffers assess seniors’ emotional and physical well-being; arrange for transportation, healthcare assistance and legal counseling; inform seniors what government services they are entitled to receive; and provide classes on budgeting, coping with loss of a loved one, living alone and proper nutrition. NewBridge also gives respite and counseling for caregivers. Last year, NewBridge helped over 400 seniors continue to live independently.

“They do a heck of a good job,” one client said. **“My case manager is always willing to help,”** said another, while still another said of her case manager: **“She’s my lifeline.”** Clients said they recommend the program to their friends.



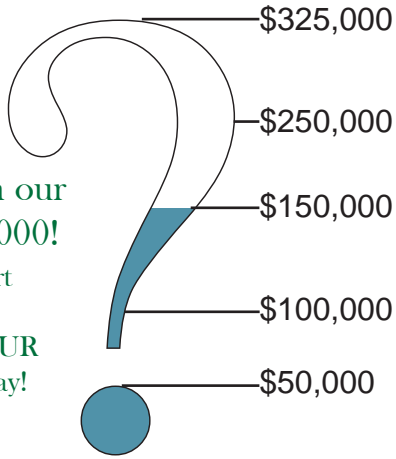
Seniors



Are You One?

Help us reach our goal of \$325,000!

Please support NewBridge programs in YOUR community today!



July 1, 2011 through June 30, 2012

Yes!

Great News!

Many who contributed last year have already renewed their support! Donation and pledges are coming in all levels for this year's *Are You One?* Campaign!

NewBridge especially wants to recognize and thank those who have already committed gifts over \$5,000

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|--------------------------------|-----------------------|
| Holmes Family Foundation | Adva & Robert Volle |
| Anonymous Benefactor | Nancy & Ken Grimbilas |
| Novartis Pharmaceuticals, Inc. | Allen Levy |
| Verizon | PNC Bank |

NewBridge needs you to say *Yes!* so that NewBridge can say *Yes!* to those in need.


So the real question is: **Are you One Yet?**

The *Are You One?* campaign runs from July 1, 2011 - June 30, 2012

For more information contact Nina McCormack, Chief Development & Marketing Officer, at (973) 839-2521, ext. 2246 or at nmccormack@newbridge.org

Are You One?
NewBridge is betting you are!
Donate Now at www.arenone.org




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